






This CLASSIC 6x3m billboard is on the left side of the Steve Irwin Way and is visible to traffic heading north from Beerwah to Landsborough and Caloundra. Once a part of the Bruce Highway, Steve Irwin Way is now a major tourist route of the Sunshine Coast hinterland. It takes in the spectacular Glasshouse Mountains en route to Maleny, Montville, and other popular destinations. This location is ideal for local businesses and advertisers wanting to reach holidaymakers and tourists.

**Restrictions:** No advertising of political or religious content.

Steve Irwin Way,  
Beerwah North -  
Outbound  
**4519 0002**

Sunshine Coast

6.00m x 3.00m

Rope Edge



**MOVE #2966**

| Demo   | Reach (PCA) Brisbane | People (28 days) | Frequency (Average) |
|--------|----------------------|------------------|---------------------|
| P14+   | <1%                  | 10,000           | 3.2                 |
| P25-54 | <1%                  | 5,000            | 3.4                 |
| OG1    | <1%                  | 2,000            | 3.4                 |

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